



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of	)	<b>Mail Stop RCE</b>
Louis D. Giacalone, Jr.	)	
Application No.: 09/828,257	)	Group Art Unit: 2154
Filed: April, 06, 2001	)	Examiner: Patel, Haresh N.
For: SYSTEM FOR ELECTRONICALLY	)	Confirmation No.: 4988
DISTRIBUTING, DISPLAYING AND	)	
CONTROLLING THE PLAY	)	
SCHEDULING OF ADVERTISING AND	)	
OTHER COMMUNICATIVE MEDIA	)	

**AMENDMENT TO ACCOMPANY REQUEST FOR CONTINUED  
EXAMINATION PURSUANT TO 37 C.F.R. § 1.114**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action [Advisory Action] dated October 25, 2005, Applicant submits herewith the following Amendment and Petition for two-month Extension of Time extending the period for response from September 03, 2005 to November 03, 2005:

**Amendments to Claims** in the listing of claims begin on page 2.

**Remarks** begin on page 6.